51842 9683

Salem Slide Results for the New York Area

	AVG Cum Post Pd OCT-CURR	AVG Total 3Q97	Difference	AVG Wkly OCT	AVG Wkly NOV	AVG Wkly DEC	AVG Wkly Jan	AVG Wkly Feb	Wk Ending 2/22/98	Wk Ending 3/1/98	Wk Ending 3/8/98	Wk Ending 3/15/98	Wk Ending 3/22/98	Wk Ending 3/29/98	Wk Ending 4/5/98	Wk Ending 4/12/98
AIM CARTON VOLUME																
TOT INDUSTRY	1,113,669	1,190,914	-77,245	1,088,110	1,109,075	1,099,359	1,142,812	1,003,546	857,314	991,459	1,145,676	1,066,321	1,099,231	1,205,318	1,178,716	1,530,404
TOT SALEM	36,611	35,790	821	36,014	38,704	38,748	39,425	33,559	30,851	31,607	36,634	34,877	35,635	33,858	32,575	40,967
SALEM BOX	7,951	2,559	5,391	6,280	8,418	8,123	8,394	7,987	7,524	7,272	9,293	10,590	9,011	7,676	6,326	8,510
SALEM SP	28,660	33,231	-4,570	29,733	30,286	28,625	31,031	25,573	23,327	24,335	27,341	24,287	26,624	26,182	26,249	32,457
SALEM NEW BOX	5800	260	5540	4042	6178	5957	6287	5949	5556	5291	7210	8855	6970	5658	4260	5984
FF 85 BOX (inc GOLD)	2322	84	2238	837	2690	3161	2659	2102	1924	1916	2788	3724	2914	1922	1559	2317
FF 100 BOX	667	1	667	1153	925	523	518	524	525	438	547	456	419	396	211	412
LT 85 BOX	1964	0	1964	1028	1640	1511	2341	2427	2271	2112	2994	3814	2810	2606	1946	2492
LT 100 BOX (exc Slims)	846	175	671	1024	922	762	769	897	837	825	881	661	827	734	545	764
FF 85 SP	7774	8776	-1001	7980	9245	7458	9220	6422	5639	6143	6693	6028	6661	6503	6552	8509
FF 100 SP	4241	5023	-782	4406	4348	4313	4358	3881	3572	3803	4280	3586	3913	3948	4000	5083
LT 85 SP	7357	9029	-1672	8024	7509	7367	7699	6495	5929	6289	7114	6409	7032	6626	6674	8380
LT 100 SP	4919	5694	-775	5023	4853	4984	5240	4697	4262	4364	4737	4435	4726	4723	4581	5351
SLIM LTS 100 BOX	2151	2299	-148	2238	2241	2165	2107	2038	1968	1981	2083	1935	2041	2018	2068	2526
ULT 85 SP	2347	2502	-154	2290	2318	2335	2458	2174	2171	2085	2474	2180	2345	2481	2413	2912
ULT 100 SP	2021	2207	-186	2009	2015	2168	2059	1905	1754	1851	2043	1649	1947	1901	2029	2222
FF 100 PREFERRED	64	80	-16	70	60	70	77	48	32	43	87	39	67	59	51	72
LT 100 PREFERRED	180	223	-44	194	176	187	199	160	155	139	196	123	173	157	139	194
TOT NEWPORT	222881	234087	-11205	215769	220554	217187	225723	201453	193079	201477	227799	222421	214408	242204	241819	336432
NEWPORT BOX	216699	227558	-10859	209684	214579	211212	219383	195964	187857	195795	222325	216876	208906	236389	229539	329362
NEWPORT SP	6182	6529	-347	6084	5976	5955	6340	5489	5222	5682	5474	5545	5502	5815	12280	7070
FF 85 BOX	144999	151876	-6877	139470	143603	141657	147505	130083	125445	129424	148087	146693	139309	154771	153884	226844
FF 100 BOX	39168	40487	-1320	37909	38307	37539	38818	35524	33764	35449	41467	39619	38428	49246	40546	59548
LT 85 BOX	26635	28631	-1996	26591	26666	26221	27069	24859	23663	25577	26865	25149	25350	26577	28305	35099
LT 100 BOX	5897	6564	-667	5714	6002	5794	5992	5500	4985	5345	5906	5415	5819	5796	6804	7871
TOT KOOL	46282	43978	2304	45199	45387	45486	50974	40252	39087	41930	46379	41619	40929	46226	56822	64038
KOOL BOX	32777	29946	2832	32006	31451	31891	31636	30443	29497	32362	36784	31536	30523	36509	38133	50676
KOOL SP	13504	14032	-527	13193	13937	13595	19338	9809	9590	9568	9595	10083	10406	9717	18689	13362
FF 85 BOX	17119	16137	982	16948	16364	16470	16479	16066	15704	17433	17954	17296	15677	19989	19440	26265
FF 100 BOX	11474	10163	1310	10804	11087	11430	11171	10451	10097	10631	13398	10539	10891	12966	13711	17757
MILD 85 BOX	3244	2854	389	3337	3153	3157	3114	3028	2789	3275	3869	2812	2956	2595	3706	5238
MILD 100 BOX	941	791	149	917	848	835	872	900	907	1023	1563	889	999	959	1276	1416
TOT MOONLIGHT	276	510	-234	340	315	233	254	274	263	231	256	308	194	226	252	254
AIM SHARES																
TOT SALEM	3.29%	3.01%	0.28%	3.31%	3.49%	3.34%	3.45%	3.34%	3.22%	3.19%	3.20%	3.27%	3.24%	2.81%	2.77%	2.68%
SALEM BOX	0.71%	0.21%	0.50%	0.58%	0.76%	0.74%	0.73%	0.80%	0.79%	0.73%	0.81%	0.99%	0.82%	0.64%	0.54%	0.56%
SALEM SP	2.57%	2.79%	-0.22%	2.73%	2.73%	2.60%	2.72%	2.55%	2.44%	2.45%	2.39%	2.28%	2.42%	2.17%	2.23%	2.12%
SALEM NEW BOX	0.52%	0.02%	0.50%	0.37%	0.56%	0.54%	0.55%	0.59%	0.58%	0.53%	0.63%	0.81%	0.63%	0.47%	0.36%	0.39%
TOT NEWPORT	20.01%	19.66%	0.36%	19.83%	19.89%	19.75%	19.75%	20.07%	20.17%	20.32%	19.88%	20.86%	19.51%	20.09%	20.55%	21.98%
NEWPORT BOX	19.46%	19.11%	0.35%	19.27%	19.35%	19.21%	19.20%	19.53%	19.62%	19.75%	19.41%	20.34%	19.00%	19.61%	19.51%	21.52%
NEWPORT SP	0.56%	0.55%	0.01%	0.56%	0.54%	0.54%	0.55%	0.55%	0.55%	0.57%	0.48%	0.52%	0.50%	0.48%	1.04%	0.46%
TOT KOOL	4.16%	3.69%	0.46%	4.15%	4.09%	4.14%	4.46%	4.01%	4.08%	4.23%	4.05%	3.90%	3.72%	3.84%	4.83%	4.18%
KOOL BOX	2.94%	2.51%	0.43%	2.94%	2.84%	2.90%	2.77%	3.03%	3.08%	3.26%	3.21%	2.96%	2.78%	3.03%	3.24%	3.31%
KOOL SP	1.21%	1.18%	0.03%	1.21%	1.26%	1.24%	1.69%	0.98%	1.00%	0.97%	0.84%	0.95%	0.95%	0.81%	1.59%	0.87%
TOT MOONLIGHT	0.02%	0.04%	-0.02%	0.03%	0.03%	0.02%	0.02%	0.03%	0.03%	0.02%	0.02%	0.03%	0.02%	0.02%	0.02%	0.02%

Source: https://www.industrydocuments.ucsf.edu/docs/grbp0000

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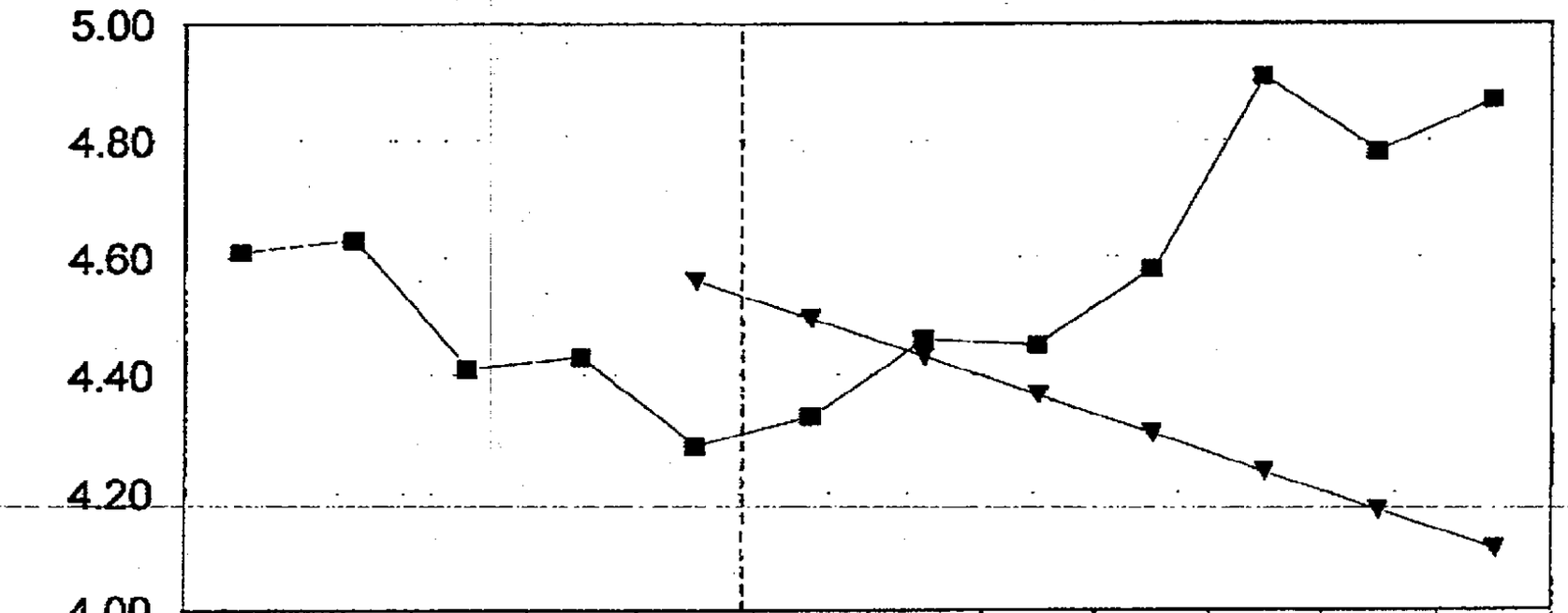
Salem Test Market - New York

Salem Share of Market - Expected vs Actual



	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Expected					4.56	4.50	4.43	4.37	4.30	4.24	4.17	4.11
Actual	4.61	4.63	4.41	4.43	4.28	4.33	4.46	4.45	4.58	4.91	4.78	4.87
Difference						-0.17	0.03	0.08	0.28	0.67	0.61	0.76

▼ Expected ■ Actual

Actual Based on May - April Static Sample Expected: July 96 - September 97 Static 1

Jun-12-98 01:50pm From-RJRT 9107412300 T-285 P.02/02 F-235

Source: https://www.industrydocuments.ucsf.edu/docs/grbp0000

Salem Slide Results for the New York Area

51842 9685

	AVG Cum Post Pd OCT-CURR	AVG Total 3Q97	Difference	AVG Wkly NOV	AVG Wkly DEC	AVG Wkly Jan	AVG Wkly Feb	AVG Wkly Mar	Wk Ending 3/29/98	Wk Ending 4/5/98	Wk Ending 4/12/98	Wk Ending 4/19/98	Wk Ending 4/26/98	Wk Ending 5/3/98	Wk Ending 5/10/98	Wk Ending 5/17/98
AIM CARTON VOLUME																
TOT INDUSTRY	1120984	1190716	-69731	1108807	1099312	1142657	1026005	1150670	1211678	1177167	1549465	1053432	1000237	1050010	1074260	1465579
TOT SALEM	36585	35790	795	38704	36748	39425	34808	34999	33872	32602	42205	31975	32349	34765	33937	41521
SALEM BOX	7899	2559	5339	8418	8123	8394	8694	8601	7690	6331	9443	5249	7154	8401	6732	6634
SALEM SP	28686	33231	-4544	30286	28625	31031	26114	26398	26182	26271	32762	26726	25195	26364	27205	34887
SALEM NEW BOX	5734	260	5474	6178	5957	6287	6803	6554	5672	4260	6888	3279	4918	6227	4777	4108
FF 85 BOX (Inc GOLD)	2262	84	2178	2690	3161	2659	2429	2584	1936	1559	2756	1031	1768	2050	1772	1260
FF 100 BOX	626	1	625	925	523	518	524	406	396	211	412	342	403	370	357	484
LT 85 BOX	1994	0	1994	1640	1511	2341	2753	2834	2606	1946	2930	1167	1905	2801	1759	1453
LT 100 BOX (exc Slims)	852	175	677	922	762	769	898	730	734	545	789	739	842	1006	889	911
FF 85 SP	7899	8776	-1076	9245	7458	9220	6536	6543	6503	6557	8573	6835	6028	6419	7036	9281
FF 100 SP	4245	5023	-778	4348	4313	4358	3961	3973	3948	4000	5100	4005	3829	4014	4016	4962
LT 85 SP	7386	9029	-1643	7509	7367	7699	6644	6851	6626	6674	8460	6702	6521	6814	7103	9539
LT 100 SP	4958	5694	-736	4853	4984	5240	4789	4703	4723	4585	5409	4878	4688	4816	4795	5939
SLIM LTS 100 BOX	2164	2299	-135	2241	2165	2107	2091	2047	2018	2071	2555	1970	2236	2174	1955	2526
ULT 85 SP	2371	2502	-131	2318	2335	2458	2223	2396	2481	2415	2959	2383	2264	2354	2379	2830
ULT 100 SP	2027	2207	-180	2015	2168	2059	1961	1932	1901	2040	2261	1943	1865	1947	1876	2316
FF 100 PREFERRED	62	80	-18	60	70	77	50	57	59	51	72	41	62	47	58	42
LT 100 PREFERRED	180	223	-44	176	187	199	167	161	157	139	194	173	164	179	147	207
TOT NEWPORT	226337	233906	-7569	220349	217123	225556	203613	230778	242174	241757	337961	211061	201467	228604	225763	348210
NEWPORT BOX	219787	227466	-7678	214482	211177	219287	198101	223887	236398	229510	330821	202864	189741	222922	217446	338228
NEWPORT SP	6550	6440	109	5867	5947	6269	5512	6912	5776	12247	7140	8197	11726	5682	8318	9983
FF 85 BOX	146980	151832	-4852	143540	141641	147471	131385	149154	154750	153877	227741	135947	123883	148634	141183	232161
FF 100 BOX	39655	40460	-805	38273	37532	38766	35862	42051	49276	40516	59775	34774	34628	39487	40463	60450
LT 85 BOX	27079	28620	-1541	26666	26215	27068	25272	26672	26577	26313	35379	26073	25480	27833	28514	36936
LT 100 BOX	5987	6554	-567	6003	5788	5984	5583	5990	5796	6804	7926	6070	5734	6176	5916	7998
TOT KOOL	45206	43978	1229	45387	45486	50974	40643	46807	46226	56828	64344	44578	42186	32012	34416	39796
KOOL BOX	31071	29946	1125	31451	31891	31636	30626	34799	36509	38139	50866	29221	23046	17544	17215	19103
KOOL SP	14136	14032	104	13937	13595	19338	10017	11808	9717	18689	13478	15357	19140	14468	17201	20693
FF 85 BOX	16356	16137	219	16364	16470	16479	16192	18134	19989	19446	25405	14834	16769	9782	9099	9973
FF 100 BOX	10725	10163	562	11087	11430	11171	10490	12327	12966	13711	18785	11371	3638	4771	5571	6000
MILD 85 BOX	3065	2854	211	3153	3157	3114	3041	3201	2595	3706	5260	1806	1965	2031	1944	2430
MILD 100 BOX	924	791	133	848	835	872	903	1137	959	1276	1416	1210	674	960	601	700
TOT MOONLIGHT	270	510	-240	315	233	254	274	247	226	252	263	202	247	228	256	238
AIM SHARES																
TOT SALEM	3.26%	3.01%	0.26%	3.49%	3.34%	3.45%	3.39%	3.04%	2.80%	2.77%	2.72%	3.04%	3.23%	3.31%	3.16%	2.83%
SALEM BOX	0.70%	0.21%	0.49%	0.76%	0.74%	0.73%	0.85%	0.75%	0.63%	0.54%	0.61%	0.50%	0.72%	0.80%	0.63%	0.45%
SALEM SP	2.56%	2.79%	-0.23%	2.73%	2.60%	2.72%	2.55%	2.29%	2.16%	2.23%	2.11%	2.54%	2.52%	2.51%	2.53%	2.38%
SALEM NEW BOX	0.51%	0.02%	0.49%	0.56%	0.54%	0.55%	0.64%	0.57%	0.47%	0.36%	0.44%	0.31%	0.49%	0.59%	0.44%	0.28%
TOT NEWPORT	20.19%	19.64%	0.55%	19.87%	19.75%	19.74%	19.85%	20.06%	19.99%	20.54%	21.81%	20.04%	20.14%	21.77%	21.02%	23.76%
NEWPORT BOX	19.61%	19.10%	0.50%	19.34%	19.21%	19.19%	19.31%	19.46%	19.51%	19.50%	21.35%	19.26%	18.97%	21.23%	20.24%	23.08%
NEWPORT SP	0.58%	0.54%	0.04%	0.53%	0.54%	0.55%	0.54%	0.60%	0.48%	1.04%	0.46%	0.78%	1.17%	0.54%	0.77%	0.68%
TO	4.03%	3.69%	0.34%	4.09%	4.14%	4.46%	3.96%	4.05%	3.82%	4.83%	4.15%	4.23%	4.22%	3.05%	3.20%	2.72%
	2.77%	2.51%	0.26%	2.84%	2.90%	2.77%	2.98%	3.02%	3.01%	3.24%	3.28%	2.77%	2.30%	1.67%	1.60%	1.30%
	1.26%	1.18%	0.08%	1.26%	1.24%	1.69%	0.98%	1.03%	0.80%	1.59%	0.87%	1.46%	1.91%	1.38%	1.60%	1.41%
	0.02%	0.04%	-0.02%	0.03%	0.02%	0.02%	0.03%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%

Source: https://www.industrydocuments.ucsf.edu/docs/grbp0000

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Brand Style												
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23
FF Sld Box	450	788	452	619	662	744	259	269	858	754	388	221
Lt Sld Box	556	777	587	951	876	822	342	462	1512	722	521	375
FF 100 Box	106	130	98	149	84	98	89	92	119	97	118	120
Lt 100 Box	256	213	246	284	158	205	260	213	291	234	254	314
King	985	1139	1110	1134	827	1277	993	1126	1111	1046	1423	1172
100	729	710	753	675	602	808	714	755	739	712	861	819
Lt King	1546	1388	1617	1400	1202	1545	1222	1401	1479	1303	1770	1612
Lt 100	975	1129	1104	983	792	1028	1029	939	1045	925	1245	1137
Slim	548	643	552	519	533	663	588	686	554	512	670	654
Ul King	665	707	818	728	656	856	740	661	705	715	879	821
Ul 100	615	583	695	628	628	750	644	655	738	593	834	713
Gold	13	10	19	6	11	22	17	1	12	14	14	7
Pref 100	52	34	52	32	20	58	29	51	28	49	25	71
Pref Lt 100	153	93	119	92	93	129	134	112	126	107	150	111
Tot Salem	7649	8344	8222	8200	7144	9005	7060	7423	9317	7783	9152	8147
Salem SOM	2.88%	3.16%	3.32%	3.50%	3.03%	2.60%	2.96%	3.04%	3.71%	3.43%	2.85%	3.07%
Industry Vol	265298	263655	247455	234538	235634	346514	238605	244196	251216	227196	321012	265327

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	624	624
0	632	632
0	155	155
76	254	178
1525	1102	-423
1008	752	-255
2118	1446	-672
1326	1018	-309
685	573	-112
892	727	-165
842	692	-150
25	13	-12
57	42	-15
160	121	-39
8714	8152	-562
2.91%	3.22%	0.32%
299751	252822	-46929

Source: Division Level AIM 185 Reports

Revised: 6/19/98

Source: https://www.industrydocuments.ucsf.edu/docs/grbp0000

Brand Style												
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23
FF Sld Box	214	132	255	134	111	88	86	250	176	97	104	140
Lt Sld Box	258	141	210	128	109	101	126	293	210	125	161	98
FF 100 Box	96	62	26	31	34	52	47	35	39	56	105	55
Lt 100 Box	205	119	77	70	40	78	115	89	74	97	108	63
King	709	523	548	588	457	812	588	502	688	892	1219	736
100	451	263	260	297	234	449	363	317	440	373	516	408
Lt King	682	499	524	536	421	777	576	515	752	862	1042	878
Lt 100	481	290	269	296	257	512	368	300	428	459	515	472
Slim	240	126	132	156	177	178	213	164	237	159	209	219
Ul King	351	190	170	220	196	261	284	198	290	281	325	383
Ul 100	244	126	123	134	129	163	220	114	181	172	212	273
Gold	0	4	0	1	3	2	1	1	4	9	0	2
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3931	2475	2594	2591	2168	3473	2987	2778	3519	3582	4516	3727
Salem SOM	3.88%	3.06%	3.23%	2.70%	2.09%	3.02%	2.98%	3.21%	2.72%	2.46%	2.92%	2.75%
Industry Vol	101212	80858	80288	96084	103952	115038	100163	86462	129525	145540	154546	135591

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	204	204
0	171	171
0	68	68
7	120	113
873	688	-185
502	383	-120
881	675	-206
532	404	-128
218	202	-16
289	259	-30
220	191	-29
6	2	-3
0	0	0
0	0	0
3529	3363	-166
3.12%	3.27%	0.15%
113106	102913	-10192

Source: Division Level AIM 185 Reports

Revised: 6/19/98

Source: https://www.industrydocuments.ucsf.edu/docs/grbp0000

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Brand Style												
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23
FF Sld Box	335	278	249	173	145	271	147	232	148	124	100	110
Lt Sld Box	354	307	316	188	149	295	173	205	215	144	106	103
FF 100 Box	64	41	62	71	21	40	21	37	35	37	57	41
Lt 100 Box	69	60	17	19	39	80	46	61	94	91	75	55
King	904	856	886	868	778	1080	868	827	682	988	1012	662
100	610	494	521	523	466	593	531	538	383	618	570	406
Lt King	804	843	836	792	700	970	765	808	541	826	989	581
Lt 100	580	607	579	593	481	631	628	658	433	629	634	454
Slim	264	199	252	209	231	236	234	210	168	194	229	163
Ul King	203	169	173	169	163	199	203	163	127	173	190	129
Ul 100	158	158	154	149	134	188	133	164	121	137	164	123
Gold	4	3	53	3	5	15	3	17	6	3	14	11
Pref 100	0	0	0	0	0	0	0	0	1	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4349	4015	4098	3757	3312	4598	3752	3920	2954	3964	4140	2838
Salem SOM	3.37%	3.43%	3.53%	2.92%	2.71%	2.94%	3.36%	3.44%	3.50%	3.32%	2.89%	2.90%
Industry Vol	128892	117064	116091	128755	122143	156625	111769	113900	84496	119283	143403	97812

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	241	241
0	203	203
0	55	55
11	62	51
1231	918	-314
700	530	-170
1068	815	-253
736	582	-154
262	234	-28
182	171	-11
183	157	-26
6	12	6
0	0	0
0	0	0
4380	3980	-400
3.33%	3.42%	0.08%
131359	116474	-14884

Source: Division Level AIM 185 Reports

Revised: 6/19/98

Source: https://www.industrydocuments.ucsf.edu/docs/gbp0000

Brand Style													Base vs. Test		
Volume in Cartons	w/e 3/7	w/e 3/14	w/e 3/21	w/e 3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23	WK AVG prior to New Graphics. 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	347	495	416	336	268	398	225	515	180	216	263	208	0	353	353
Lt Sld Box	396	540	608	445	363	463	266	524	260	304	226	266	0	382	382
FF 100 Box	117	119	28	27	74	127	122	73	94	83	80	68	0	122	122
Lt 100 Box	165	136	204	160	120	206	156	191	303	201	232	201	34	186	153
King	1236	994	1172	1099	961	1500	1040	1067	1075	1233	1296	1096	1620	1684	64
100	702	531	667	654	618	817	590	632	722	650	703	672	894	662	-232
Lt King	1139	1037	1066	1096	1027	1409	1046	1088	1149	1215	1294	1082	1587	1137	-450
Lt 100	713	589	794	685	649	882	670	805	781	782	813	778	974	754	-220
Slim	328	348	293	325	318	480	296	329	331	316	370	285	400	337	-63
Ul King	375	339	357	362	344	457	306	376	394	305	379	337	406	340	-66
Ul 100	346	288	282	329	296	398	337	329	306	298	346	296	381	326	-55
Gold	36	17	135	27	25	40	22	16	35	36	32	14	25	51	26
Pref 100	14	5	12	14	25	12	12	9	16	6	15	9	17	12	-5
Pref Lt 100	40	33	41	40	33	56	37	48	40	25	39	41	52	39	-14
Tot Salem	5954	5471	6075	5599	5121	7245	5125	6002	5686	5670	6088	5353	6390	6385	-4
Salem SOM	3.45%	3.41%	3.69%	3.37%	3.05%	3.23%	3.39%	4.03%	3.58%	3.66%	3.02%	3.31%	3.36%	3.86%	0.50%
Industry Vol	172480	160508	164631	165897	167762	224154	151361	148873	158999	154915	201557	161501	190018	165332	-24685
														577	0.35%

NYC DOC Salem FF King included in weekly shipments

Salem SOM change ex. DOC **3.51%** **0.15%**

Source: https://www.industrydocuments.ucsf.edu/docs/grbp0000

Total

51842 9690

Brand Style												
Volume in Cartons	w/e3/7	w/e3/14	w/e3/21	w/e3/28	w/e 4/4	w/e 4/11	w/e 4/18	w/e 4/25	w/e 5/2	w/e 5/9	w/e 5/16	w/e 5/23
FF Sld Box	1346	1693	1372	1262	1186	1501	717	1266	1362	1191	855	679
Lt Sld Box	1564	1765	1721	1712	1497	1681	907	1484	2197	1295	1014	842
FF 100 Box	383	352	214	278	213	317	279	237	287	273	360	284
Lt 100 Box	695	528	544	533	357	569	577	554	762	623	669	633
King	3834	3512	3716	3689	3023	4669	3489	3522	3556	4159	4950	3666
100	2492	1998	2201	2149	1920	2667	2198	2242	2284	2353	2650	2305
Lt King	4171	3767	4043	3824	3350	4701	3609	3812	3921	4206	5095	4153
Lt 100	2749	2615	2746	2557	2179	3053	2695	2702	2687	2795	3207	2841
Slim	1380	1316	1229	1209	1259	1557	1331	1389	1290	1181	1478	1321
Ul King	1594	1405	1518	1479	1359	1773	1533	1398	1516	1474	1773	1670
Ul 100	1363	1155	1254	1240	1187	1499	1334	1262	1346	1200	1556	1405
Gold	53	34	207	37	44	79	43	35	57	62	60	34
Pref 100	66	39	64	46	45	70	41	60	45	55	40	80
Pref Lt 100	193	126	160	132	126	185	171	160	166	132	189	152
Tot Salem	21883	20305	20989	20147	17745	24321	18924	20123	21476	20999	23896	20065
Salem SOM	3.28%	3.26%	3.45%	3.22%	2.82%	2.89%	3.14%	3.39%	3.44%	3.25%	2.91%	3.04%
Industry Vol	667882	622085	608465	625274	629491	842331	601898	593431	624236	646934	820518	660231

Base vs. Test		
WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
0	1422	1422
0	1388	1388
0	399	399
128	623	495
5249	4392	-858
3105	2328	-777
5654	4073	-1581
3569	2758	-810
1565	1345	-219
1768	1496	-272
1626	1366	-260
62	79	17
74	54	-20
213	160	-53
23012	21881	-1131
3.13%	3.43%	0.30%
734233	637543	-96691

NYC DOC Salem FF King included in weekly shipments — 577 — 0.09%

Salem SOM change ex. DOC — **3.34%** — **0.21%**

Source: Division Level AIM 185 Reports

Revised: 6/19/98

Source: https://www.industrydocuments.ucsf.edu/docs/grbp0000